



Great Lakes Charter Captains Survey 2002

Great Lakes Fishery
Leadership Institute



Frank Lichtkoppler



Great Lakes Charter Captain Survey 2002



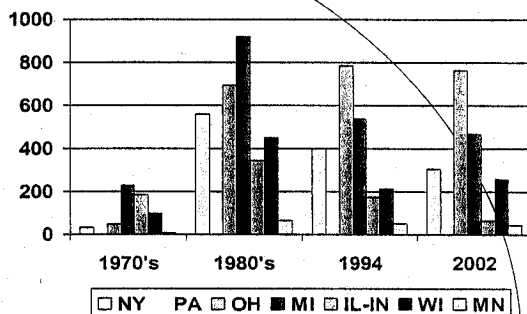
State	No. Captains	Percent return
NY	305	46%
PA	28	43%
OH	765	54%
MI	468	52%
IL-IN	64	34%
WI	258	45%
MN	44	59%
Total	1,932	49%

Why Charter?

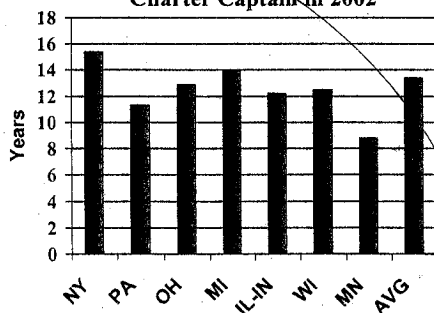
Help People Enjoy Fishing	72%
Like the Work	68%
Secondary Source of Income	54%
Primary Income Source	18%
Other	7%



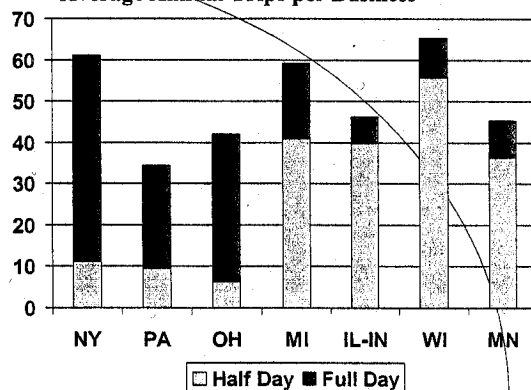
Numbers of Active Charter Captains



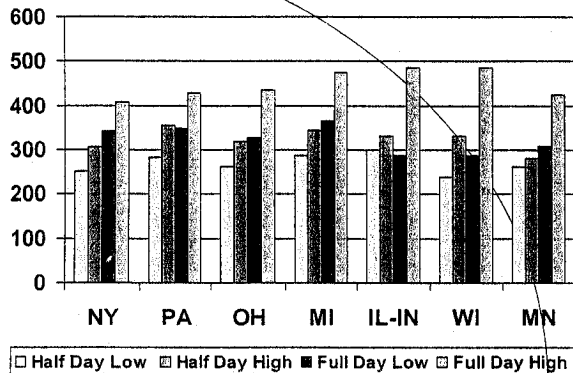
Average Years as a Licensed Charter Captain in 2002



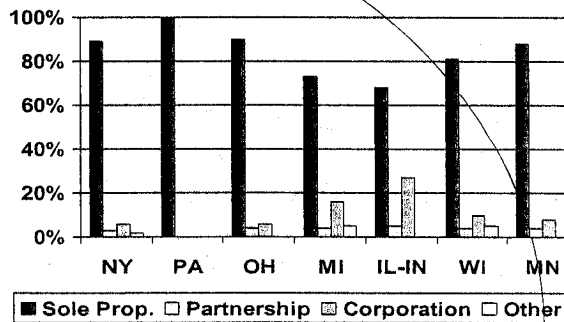
Average Annual Trips per Business



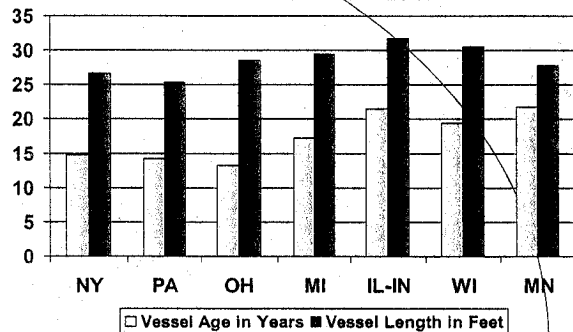
Average Charge Per Trip



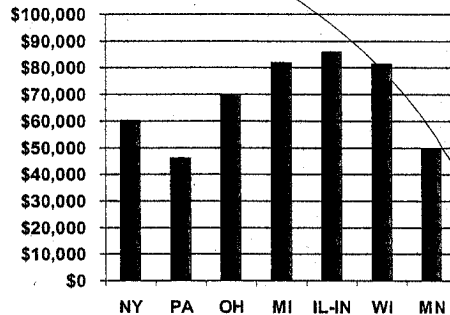
Business Ownership Type



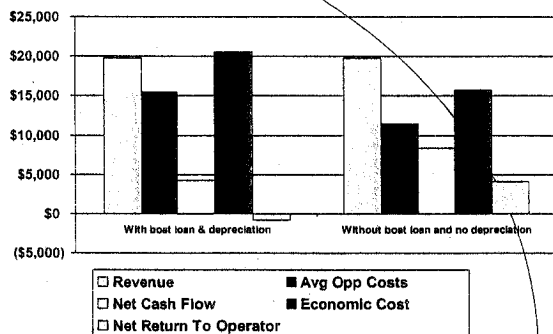
Charter Vessel Characteristics



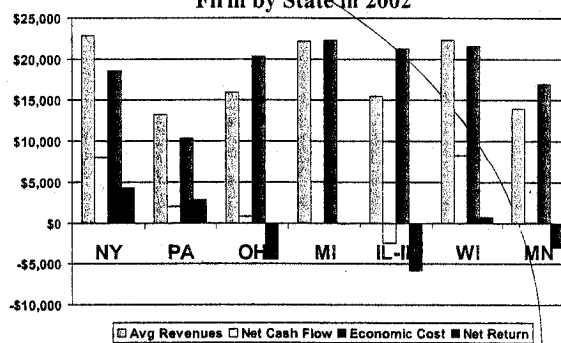
Average Charter Vessel Replacement Cost



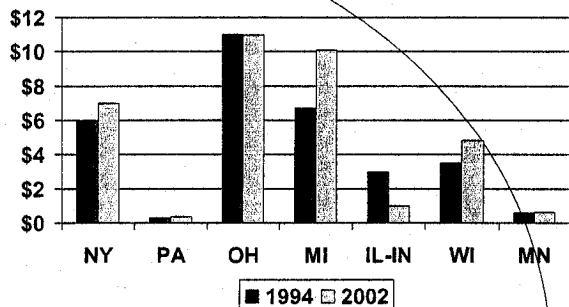
Average Revenue, Net Cash Flow, and Net Economic Return to a Great Lakes Charter Firm in 2002



Average Revenue, Net Cash Flow, and Net Economic Return to a Great Lakes Charter Firm by State in 2002

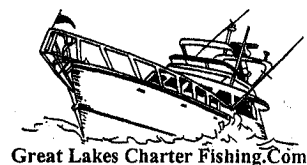


Total Statewide Revenues in Millions of \$ (adjusted for inflation to Y2002 dollars)



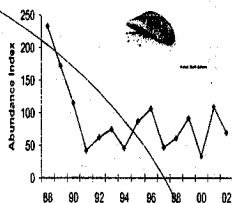
Advertising Methods

Word of Mouth	89%
Brochures	77%
Direct Mail	55%
Website	52%



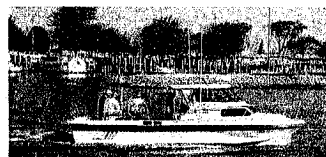
Charter Captain Concerns

Economy	45%
Abundance of Fish	38%
Exotic Species	31%
Operating Costs	24%
Weather	21%
Fish Consumption Advisories	20%
Attracting Clientele	19%
Toxic Contaminants	8%



Future Plans

Increase Trips	59%
Increase Prices	41%
No Change	22%
Buy New Boat	19%



Quit 18%



For More Information Contact

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